

**PRESS
RELEASE****FOR IMMEDIATE RELEASE****FOUR WINNS AND WELLCRAFT EXCEED SALES PROJECTIONS FOR
MIAMI**

Increased traffic and effective retail sales incentives drive success at this year's Miami International Boat Show

Cadillac, Michigan, March 1, 2011 – Rec Boat Holdings announced ‘better than projected’ retail success for the Four Winns and Wellcraft brands at the recently held Miami International Boat Show in Miami, Florida.

Increased show traffic, effective retail incentives and new 2011 products all contributed to the outstanding results posted for the company. The majority of boats retailed this year were in the larger boat segment, 26-feet and above. Both brands collected very solid leads from the show and have secured additional sales beyond the close of the show.

“In addition to a quality built product, we understand dealers need manufacturers to provide effective wholesale and retail programs to drive consumer traffic and interest in our brands,” added Lambert. “We plan to continue our course with these effective tools and capitalize on this increase in positive retail activity,” he concluded.

Although the large boat category remains a retail challenge in the industry, Four Winns secured several express cruiser sales, ranging in size from 26’ – 48’, with the V475 & V435 being the popular selling models this year. Wellcraft secured sales from their Coastal fishing and Scarab lines, all over 29-feet. The International group added sales to the final results, with a strong Latin American consumer base buying at the show.

“We are by no means declaring the war is over with these results,” Lambert added. “It is, however, the direction we want it to go and it is our job as a manufacturer to provide dealers the right product and programs to move retail.”

The new 2011 model year Four Winns boats can be seen at official Four Winns marine retailers worldwide or by visiting www.fourwinns.com for more information. The new 2011 Wellcraft models are available at authorized Wellcraft dealers worldwide. Visit www.wellcraft.com for more information.

Rec Boat Holdings



Rec Boat Holdings, LLC, a subsidiary of Platinum Equity Affiliates' PBH Marine Group, LLC, is engaged in the design, manufacturing, marketing and distribution of the world-class Four Winns®, Glastron® and Wellcraft® boat brands. The Fishing Holdings, LLC subsidiary of PBH Marine Group, LLC manufactures the world-class Ranger®, Stratos® and Triton® boat brands.

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